

Ivy Wroe

md, Resin Sur faces Ltd

■ **Did you get into trouble at school?** No. At primary school, I was an angel. But at grammar school? We won't talk about that!

■ **What was your first part-time job?** Working in a small bakery.

■ **What did you spend your first pay cheque on?** Shoes.

■ **What was your first full-time job?** Working for an insurance broker in Manchester.

■ **What was the best piece of advice you have been given?** Never look back.



Ivy Wroe with her daughter Lisa at her graduation and engagement party.

■ **What was your worst business mistake?** Not taking on some of the larger projects sent our way sooner.

■ **What was your greatest business achievement?** Buying majority shares in my company.

■ **What car do you drive today and what does it say about you?** A Red Audi A4 Convertible, Like it's owner, it is fast, fun and confident.

■ **If you could have invented any product what would it have been?** The telephone. It helps with communication, which is such a key part of our business.

■ **What do you most like about the flooring industry?**

Every project is diverse, while working with all the different and interesting people is a nice bonus.

■ **What do you least like about the industry?** People cutting corners. It doesn't do any favours for anyone. There are so many examples of it leading to substandard workmanship.

■ **Name one change you would make to the industry.** More support from the Government.

■ **Which company in the flooring industry, other than your own, do you admire?** I admire any company that runs its business with honesty and integrity.

■ **Where should we have a flooring show?** GMEX Manchester, it's an underrated venue in the centre of a fantastic city.

■ **Do you have any pets?** Two beautiful cats that we adore. Max & Tigga.

■ **Do you have any hobbies?** Golf is my one consuming passion.

■ **Which single possession would you rescue if your house caught fire?** My cats! The kids are old enough to sort themselves out.

■ **How do you relax?** Chasing a little white ball, with no phones, its so peaceful. And I love watching Manchester United, although that can sometimes get a little tense. But overall its relaxing. Particularly when winning a double!

■ **What is your favourite tippie?** This is a hard question to answer! Let me think - Something to do with the colour red.

■ **How many times a year do you take a holiday and what is your favourite destination?**

I prefer short breaks, but the Caribbean is tempting.

■ **What is your idea of heaven?** Hitting a little white ball round a big field with holes in it.

■ **What is your idea of hell?** Not being able to find the silly little white ball that went in to the long grass.

■ **Which one record and book would you take to a desert island?** Elton John -Daniel and the DaVinci Code by Dan Brown.

■ **Who would you like to be stuck in a lift with?** An engineer.

■ **If you could be anyone (living or dead, fictional or real) who would it be?** Easy one! Grace Kelly.

■ **Choose five words that describe yourself.** Articulate, warm, thoughtful, fair and ambitious.

■ **Do you have any regrets?** Life is too short for regret. Look to the future you can do something about that.

■ **Do you have any unfulfilled ambitions?** Not so much unfulfilled, more like work in progress. I want to continue to grow my company so it can be all that it can be.

■ **What was your most embarrassing moment?** Where do I start? Is there room for this? I think it may be best if we leave that stone unturned.

■ **If you had to choose another career what would it be?** Another easy one! Psychologist!
CFJ

Specialist Surface Preparation and Finishing






- Floor covering removal
- Dust free Closed Circuit Shotblasting
- Diamond grinding
- Scarifying
- Uplifting screed and asphalt
- Concrete polishing
- Robotic demolition and diamond drilling



SUPERFLOOR
SPECIALIST SURFACE PREPARATION AND FINISHING

Tel. 024 7662 1999

Unit D, Kiln Way, Shilton, Coventry CV7 9QL

Email. quoteme@superflooruk.com www.superflooruk.com